ADVERTISING SECTION

LEFT-RIGHT!
LEFT-RIGHT!
LAFF-RIOT!
THOSE TROUBLE-MAKING, MERRY-MAKING BROTHER RATS ARE LOOSE AGAIN!
Remember all those wacky pranks in their first fast and furious film! Well, just wait'll you see the jam they're in now! It's smiles ahead of anything they've ever done before!
"Brother Rat and a Baby"
Presented by WARNER BROS. with
PRISCILLA LANE WAYNE MORRIS
JANE BRYAN EDDIE ALBERT
JANE WYMAN RONALD REAGAN
and
PETER B. GOOD
(Brother Mouse)
Directed by RAY ENRIGHT • A WARNER BROS.—First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe
WONDERFUL BABIES!
KISSABLE BABIES!
HUGGABLE BABIES!
BABIES—JUST BABIES!

Mat 401—10 inches x 4 columns (568 lines)—60c

[This Mat Can Be Used as a 3-Column Ad by Cutting Off Right-Hand Panel]

HAIL! HAIL!
THE GANG'S ALL
HERE...AGAIN!
"We're out of school and back in 'dutch'... with more gay gags to drive you nut-ch!"
"Brother Rat and a Baby"
PRISCILLA LANE
WAYNE MORRIS
"It's double the fun and double the glee...now that we 'Brother Rats' are... three!"
JANE BRYAN
EDDIE ALBERT
"In '38 we were nice and naughty...but wait till you see us cavort in '40!"
PETER B. GOOD
(Brother Mouse)
JANE WYMAN
RONALD REAGAN
Directed by RAY ENRIGHT
A WARNER BROS.-First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 304—10 inches x 3 columns (423 lines)—45c

Cut off the right-hand panel and you have a perfect 2-column display

HOLD YOUR SIDES, AMERICA!
HERE THEY COME AGAIN!
MORE 'BROTHER RAT' JAMS!
MORE 'BROTHER RAT' LAUGHS!
AND MORE 'BROTHER RATS'!
"BROTHER RAT and a BABY"
starring
PRISCILLA LANE · WAYNE MORRIS
JANE BRYAN · EDDIE ALBERT
JANE WYMAN · RONALD REAGAN
They're back... with a bang... and a baby!
and PETER B. GOOD
(Brother Mouse)
Directed by RAY ENRIGHT • A WARNER BROS.—First Nat'l Picture • Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 302—6 inches x 3 columns (255 lines)—45c

This gal's what men like about a uniform!
She doesn't want medals ...just the guys who wear 'em!
WE TIP OUR HATS
TO THE BROTHER RATS
AND THEIR PRANKS BOTH NICE
AND NAUGHTY...
THEY SURE WERE GREAT IN '38...
BUT WAIT 'TIL YOU
SEE 'EM IN '40!
He's working his way up... to the general's daughter!
This sojer graduated from firing pins... to safety pins!
To arms! To arms! That's her battle-cry!
His tactics aren't very military... just romantic!
"Brother Rat and a Baby"
With the same swell laugh-and-let-laugh cast, starring
PRISCILLA LANE WAYNE MORRIS
JANE BRYAN EDDIE ALBERT
JANE WYMAN RONALD REAGAN
PETER B. GOOD
(Brother Mouse)
A WARNER BROS.—First National Picture • Directed by RAY ENRIGHT
Original Screen Play by John Monks, Jr., and Fred F. Finklehoffe

Mat 402—8¼ inches x 4 columns (460 lines)—60c

LEFT- RIGHT!
LEFT- RIGHT!
LAFF- RIOT!
THOSE TROUBLE-MAKING, MERRY-MAKING BROTHER RATS ARE LOOSE AGAIN!
Remember all those wacky pranks in their first fast and furious film! Well, just wait'll you see the jam they're in now! It's smiles ahead of anything they've ever done before!
"Brother Rat and a Baby"
Presented by WARNER BROS. with
PRISCILLA LANE WAYNE MORRIS
JANE BRYAN EDDIE ALBERT
JANE WYMAN RONALD REAGAN
and
PETER B. GOOD
(Brother Mouse)
Directed by RAY ENRIGHT • A WARNER BROS.—First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe
WONDERFUL BABIES!
KISSABLE BABIES!
HUGGABLE BABIES!
BABIES— JUST BABIES!

Mat 303—7¾ inches x 3 columns (321 lines)—45c

IF YOUR RIBS COULD ONLY TALK
you'd probably hear them say (between laughs):
"Brother Rib, remember how we hurt from laughing at the pranks of those howlarious Brother Rats?"
"I'll say! I almost split when they hocked the general's sword! I've never had such a tough time!"
"Well, prepare yourself for another stormy session! They're back . . . with a bang . . . and a baby!"
And they're not ribbing about:
"Brother Rat and a Baby"
We hate to call names but look at these:
PRISCILLA LANE
WAYNE MORRIS
JANE BRYAN
EDDIE ALBERT
JANE WYMAN
RONALD REAGAN
The newest matinee idol
PETER B. GOOD
(Brother Mouse)
Directed by RAY ENRIGHT
A WARNER BROS.- First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 209—12½ inches x 2 columns (350 lines)—30c

THE BROTHER RATS ARE BACK...WITH A BANG...
AND A BABY!
"Brother Rat and a Baby"
PRISCILLA LANE
WAYNE MORRIS
JANE BRYAN
EDDIE ALBERT
JANE WYMAN
RONALD REAGAN
and PETER B. GOOD (Brother Mouse)
Directed by RAY ENRIGHT
A WARNER BROS. First Nat'l Picture • Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

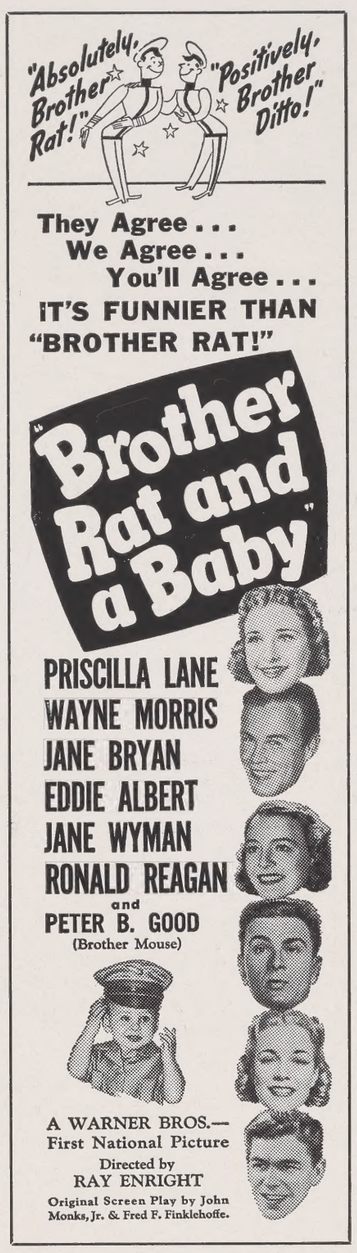
Mat 112
6 inches (85 lines)—15c

SOUND A FANFARE!
HERE COMES FUNFARE!
HERE COME THE BROTHER RATS!
"Brother Rat and a Baby"
starring the screen's gifts to the funnybone—
PRISCILLA LANE · WAYNE MORRIS · JANE BRYAN · EDDIE ALBERT
JANE WYMAN · RONALD REAGAN
and PETER B. GOOD (Brother Mouse)
Directed by RAY ENRIGHT • A WARNER BROS. — First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 210—8 inches x 2 columns (220 lines)—30c

THREE BROTHER RATS!
TWO SWELL JANES!
ONE LANE!
AND A BABY!
All that... and 294 laughs...is what you're going to get in
"Brother Rat and a Baby"
Priscilla Lane ♡
♡ Wayne Morris
Jane Bryan ♡
♡ Eddie Albert
Jane Wyman ♡
♡ Ronald Reagan
and PETER B. GOOD (Brother Mouse)
Directed by Ray Enright
A WARNER BROS.-First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 111
8¼ inches (115 lines)—15c



Mat 113
7½ inches (106 lines)—15c

They're Back... with a Bang... and a BABY!
Dust off those welcome mats . . . here come those Brother Rats . . . again!
PRISCILLA LANE
JANE BRYAN
JANE WYMAN
"Brother Rat and a Baby"
WAYNE MORRIS
EDDIE ALBERT
RONALD REAGAN
and PETER B. GOOD (Brother Mouse)
Directed by RAY ENRIGHT · A WARNER BROS.—First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

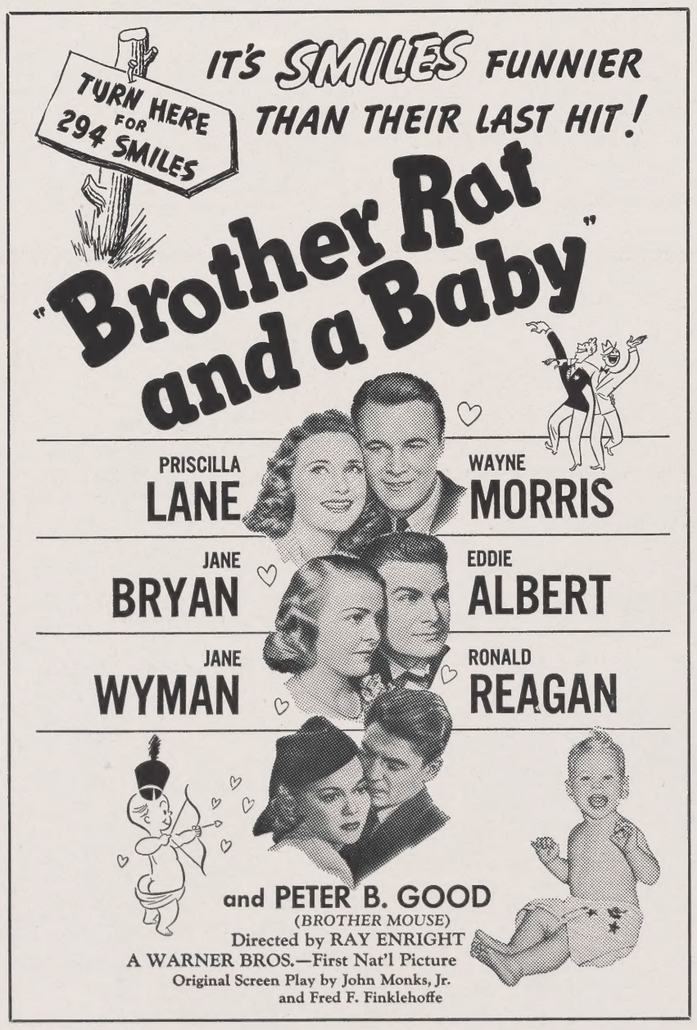
Mat 208—5¼ inches x 2 columns (144 lines)—30c

'SMILES FUNNIER THAN THEIR LAST HIT!
PRISCILLA LANE
WAYNE MORRIS
JANE BRYAN
"Brother Rat and a Baby"
EDDIE ALBERT
JANE WYMAN
RONALD REAGAN
and PETER B. GOOD
A WARNER BROS.— First National Picture
Directed by RAY ENRIGHT
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 116
3¼ inches (46 lines)—15c

'SMILES FUNNIER THAN THEIR LAST HIT!
"Brother Rat and a Baby"
PRISCILLA LANE
WAYNE MORRIS
JANE BRYAN
EDDIE ALBERT
JANE WYMAN
RONALD REAGAN
and PETER B. GOOD (Brother Mouse)
A WARNER BROS.- First Nat'l Picture
Directed by RAY ENRIGHT
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 110
3¾ inches (54 lines)—15c



Mat 207—6¼ inches x 2 columns (174 lines)—30c

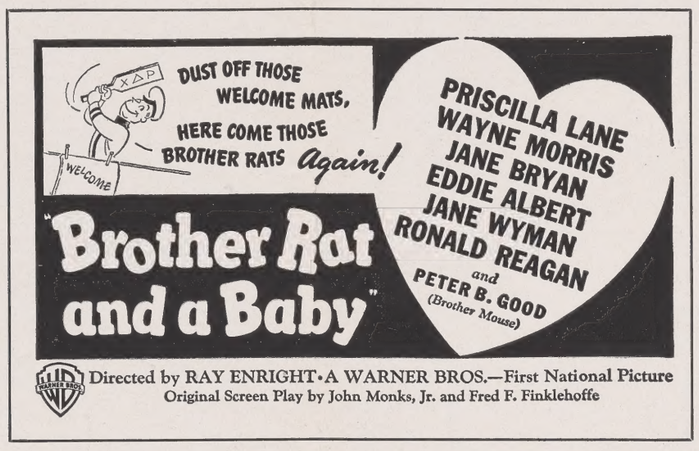
DUST OFF THOSE WELCOME MATS HERE COME THOSE BROTHER RATS Again!
They're out of school and back in trouble... 'Brother Rat' style!
PRISCILLA LANE
WAYNE MORRIS
JANE BRYAN
EDDIE ALBERT
JANE WYMAN
RONALD REAGAN
"Brother Rat and a Baby"
A WARNER BROS.- First National Picture
Directed by RAY ENRIGHT
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe
and PETER B. GOOD (Brother Mouse)

Mat 202—4 inches x 2 columns (112 lines)—30c

Mat 114
4½ inches (64 lines)—15c

• They sure were great in '38... But wait 'til you see them in '40!
"Brother Rat and a Baby"
PRISCILLA LANE • WAYNE MORRIS • JANE BRYAN • EDDIE ALBERT • JANE WYMAN • RONALD REAGAN
and PETER B. GOOD (Brother Mouse) • Directed by RAY ENRIGHT • A WARNER BROS.-First Nat'l Picture • Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

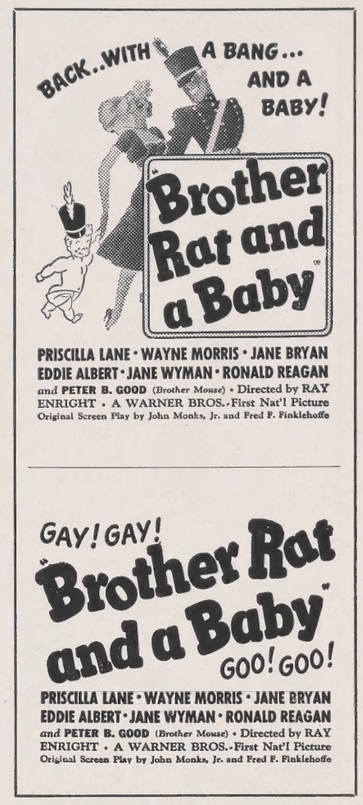
Mat 305—2 inches x 3 columns (81 lines)—45c


DUST OFF THOSE WELCOME MATS, HERE COME THOSE BROTHER RATS Again!
"Brother Rat and a Baby"
PRISCILLA LANE
WAYNE MORRIS
JANE BRYAN
EDDIE ALBERT
JANE WYMAN
RONALD REAGAN
and
PETER B. GOOD
(Brother Mouse)
Directed by RAY ENRIGHT • A WARNER BROS.—First National Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 211—2¼ inches x 2 columns (68 lines)—30c

• They sure were great in '38... But wait 'til you see them in '40!
"Brother Rat and a Baby"
PRISCILLA LANE • WAYNE MORRIS • JANE BRYAN • EDDIE ALBERT • JANE WYMAN • RONALD REAGAN
and PETER B. GOOD (Brother Mouse) • Directed by RAY ENRIGHT • A WARNER BROS.-First Nat'l Picture • Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Mat 212—1¼ inches x 2 columns (36 lines)—30c


BACK..WITH A BANG... AND A BABY!
"Brother Rat and a Baby"
PRISCILLA LANE • WAYNE MORRIS • JANE BRYAN
EDDIE ALBERT • JANE WYMAN • RONALD REAGAN
and PETER B. GOOD (Brother Mouse) • Directed by RAY ENRIGHT • A WARNER BROS.-First Nat'l Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe
GAY! GAY!
"Brother Rat and a Baby"
GOO! GOO!
PRISCILLA LANE • WAYNE MORRIS • JANE BRYAN
EDDIE ALBERT • JANE WYMAN • RONALD REAGAN
and PETER B. GOOD (Brother Mouse) • Directed by RAY ENRIGHT • A WARNER BROS.-First Nat'l Picture
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe

Two Ads On One Mat
Mat 115—15c

PEP UP YOUR CAMPAIGN WITH THESE

Adapt these fast line drawings for your own use—in theatre programs, heralds, teasers, ads, etc. All are available on one mat. Order mat 401B—60c from the Warner Bros. Campaign Plan Editor.

Put the Vitaphone Trailer To Work For Your Advance Build-Up For This Hit! It's a Sure Way To Get 'Em Coming to Your Theatre!

Vitaphone Shorts

BROADWAY BREVITIES in "Royal Rodeo", a technicolor production, turns to a mythical kingdom wherein Cowboy John Payne rides away with Princess Lucille Fairbanks' heart. 5002—Broadway Brevities—20 minutes.

HISTORICAL TECHNICOLOR FEATURET bids for further laurels with "Old Hickory", latest historical subject, covering Andrew Jackson's sensational career. 5003 — Historical Technicolor Featuret — 18 minutes.

MERRIE MELODIES satirizes "Screwball Football" in a hilarious short that lays 'em in the aisles. 5308—Merrie Melodies —7 minutes.

THE COLOR PARADE takes us to "New Horizons" in Alaska, where the stories of gold mining, salmon fishing, farming, travel through beautiful countrysides and Mt. McKinley are picturesquely told in technicolor. 5404—The Color Parade—10 minutes.

LOONEY TUNES shows why "Porky's Last Stand" goes bankrupt. When Playboy Porky opens a hot-dog stand, everything just goes wrong. 5607—Looney Tunes—7 minutes.

VITAPHONE VARIETIES presents "An Organ Novelty" with the three Crawfords. The playing of the Jesse Crawfords is well known, but when the spotlight turns on 13-year-old daughter Jessie, it's something to note. 5703—Vitaphone Varieties—9 minutes.

Official Billing

WARNER BROS.	40%
PICTURES, INC., PRESENTS	5%
"BROTHER RAT AND A BABY"	100%
with	
PRISCILLA LANE JANE BRYAN JANE WYMAN	50%
WAYNE MORRIS EDDIE ALBERT RONALD REAGAN	50%
and	
Peter B. Good	35%
•	
Directed by Ray Enright	25%
•	
Original Screen Play by John Monks, Jr. and Fred F. Finklehoffe	3%
•	
A WARNER BROS.-FIRST NATIONAL PICTURE	5%

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Wisconsin Center
for Film and Theater Research

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